

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

August 28 1982

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afeway open their second pharmacy

EC Commission to investigate 'rip-off' by drug companies?

strike action at its Welsh Pricing Office

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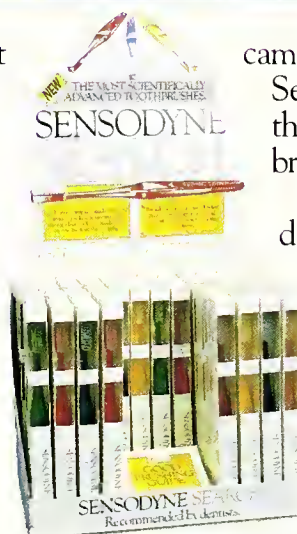
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

August 28, 1982

Volume 218 No 5334
124th year of publication
ISSN 0009-3033

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Published Saturdays
by Benn Publications Ltd
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732-364422
Telex 95132
Subscription:
Home £42 per annum
Overseas & Eire £52 per annum
including postage
85p per copy (postage extra)

Regional advertisement offices:
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CONTENTS

Call for EEC drug “rip-off” inquiry

Euro-MP intervenes after
Medicines Act fines on Maltown Ltd 340

Pricing delays

Industrial action hits chemists but
may be called off 340

Minister replies to Opren critics

CSM monitoring was satisfactory 341

Safeway's second pharmacy opens

Expanding village gets superstore 342

Comment 339

Topical reflections by Xrayser 343

People; health centre news 343

Prescription specialties 344

Counterpoints 345

Letters 355

News extra 357

Business news 358

Market news 359

Classified advertisements 360

COMMENT

Superpharm?

Safeway have opened their second pharmacy in a food store (p342); a third has been announced and more are understood to be in the pipeline. Mainstop opened their second (but first non-franchise) pharmacy in May and Tesco already have a number of concessions in their new superstores. Other well known High Street names (including Woolworths — see p357) have also been linked with the possibility of adding a pharmaceutical service to their inexhaustible urge to encompass more of the retailing spectrum.

Are such moves to be welcomed or feared by the profession? Naturally pharmacists directly affected will have definite and biased views, but in the long term it is how well the profession serves the community that will determine its prosperity or very existence. The profession must of course move with the times, but a move in the wrong direction could so easily lead to a failure to meet the community's needs and hence to possible self-destruction.

Obviously the first requirement is that a pharmaceutical service should be provided where the public are able to make use of it. The superstore is clearly such a site because it is convenient to be able to buy pharmaceutical merchandise, and to have a prescription dispensed, along with the weekly shopping. But what about in between the major shopping trips?

Here things are changing. The new “superstores” at first demanded an enormous catchment area and encouraged weekly — or even less frequent — shopping trips for “stock-up” purchasing at rock-bottom prices. Now they are coming closer together, both competitively and within the same group, so that they form “community” rather than “regional” shopping centres. and the more locally-based they become, the more catastrophic their effect on smaller traders.

In the past, too, the superstores went for the high volume, bread-and-butter lines of the trades on whose territory they poached: it was then possible to suggest that the independents should “specialise”. Today the superstore is probably capable of providing greater choice than even the specialist — witness the delicatessen, or even Safeway's clever exploitation of dental floss, disclosing tablets, etc, among the toothpastes. Can any retailers hope to survive in such a changed environment? (Last week, Verwood, where Safeway have opened, was a village with village-size shops; this week it has more ambitious facilities than can be boasted by many a small town.) If other High Street traders do *not* survive, then is pharmacy justified in trying to remain behind?

If the giants do not over-reach themselves (as to some extent happened in America some decades ago) and the public follow them with their spending money, then pharmacy will be tempted to polarise into “retailers” who, unable to beat 'em, join 'em, and “dispensers” attached to doctors practices. *C&D* still believes that the future of the profession must continue to lie with patient-customer involvement at the personal level, so we see neither of these extremes as desirable.

But where will the customer-patient be found in years to come, particularly the elderly and mothers of young children? Until we see where *they* make their most frequent trips, the future must remain uncertain. It is a difficult time for young pharmacists to be making investment decisions. Surely it's time for the politicians to agree to a planned pharmaceutical service.

Have you filled in our Sunday trading questionnaire on last week's Comment page? Many have already been received, but we want the survey to be fully representative — please take a couple of minutes to give us your views

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Call for EEC drug 'rip-off' inquiry

The European Commission has been asked by a Member of the European Parliament to investigate claims that the NHS is being "ripped-off" by drug companies who charge Britain up to ten times more for their products than other countries. His call follows publicity resulting from the £6,360 fine last month of Mr Malcolm John Town and his firm, Maltown Ltd of Harrogate, for selling, supplying and importing medicines or products without a product licence — they intend to appeal against the judgment.

Euro-MP Mr Ken Collins, chairman of the Environmental, Public Health and Consumer Protection Committee, has asked the Commission to take action against any company it finds overcharging and ignoring the Treaty of Rome rules on fair competition. Maltown imported drugs which had been exported by British and multi-national drug companies, and were able to sell them more cheaply than if they had bought them in Britain.

Unacceptable differentials

Mr Collins believes some of the differentials he has encountered between European and British prices would be "unacceptable" to Westminster MPs. He says his interest is in health policy generally and the behaviour of multi-nationals in a particular. He hopes the Commission will obtain firm figures and if there is any "wild" variation in prices, investigate the extent to which they are in breach of fair competition.

Mr Town says he intends to campaign and press for the appropriate changes in legislation, if necessary by pursuing an action before the European Court. "If further prosecutions of this nature come to light in respect of any company in the same business as ourselves, importing from within the EEC, in order to take these actions, we propose to form a 'fighting fund' to assist in meeting the legal costs and expenses in pursuing such a defence."

Mr Collins, Labour Euro-MP for Strathclyde East, says the NHS apparently pays £15-£20 for drugs which cost £2-£3 elsewhere in Europe.

A spokesman for the Association of the British Pharmaceutical Industry told *C&D*: "Mr Collins appears to have reported an escalation in the allegations without any firm supporting evidence."

"We would be interested to know exactly what products he is talking about, the prices charged in Europe, where they

are available and the prices charged in the UK for the same medicines."

The spokesman said the price expended per capita on medicines in the UK is substantially less than in other European countries, for example by Italy, France, Germany and Switzerland. "The Pharmaceutical Price Regulation Scheme has, since 1957, ensured that medicines prices and profits are reasonable and present good value for money to the taxpayer."

The Maltown prosecution in Norwich Magistrates Court "appears to be against the spirit of a judgment delivered in open court in Luxembourg," says Mr Town. In simple terms this states that: "One trader should not have an advantage over another trader in importing pharmaceutical products, simply by a manufacturer or government body being able to refuse the production of documents relevant to the application (for a product licence)."

"The Medicines Act, in its present form, would appear to have the practical effect of allowing only the manufacturers or their appointed agent to obtain product licences," he says. "This, despite the fact that the European Commission has indicated an intention to show that the wholesaling of authorised imported medicinal products should *not* be restricted simply by reason of the inability of the importer to obtain the necessary information from the manufacturer or his agent (*C&D* February 13, p288)."

Industrial action delays pricing

Strike action that has hit the smooth running of the Welsh Pricing Office looked like being called off as *C&D* went to press.

Fifteen out of 30 adding machine operators have been on strike since August 9. The operators are all members of the National and Local Government Officers Association (NALGO) and were called out on strike in support of the health worker's pay campaign. Because of the strike the Pricing Office has been forced to calculate interim 100 per cent advance payments for contractors in five of the eight regions with which it deals.

This week Mr Tom Quinn, NALGO's district organisational officer in South Wales, said the union was instructing

members to return to work. They wanted to concentrate on industrial action that would hit health authorities and the government rather than hurting pharmacists, and would be looking at alternatives. Also there was no point in taking industrial action unless it was effective and because the Pricing Office had been able to calculate payments based on averages, the strike had not been completely successful in stopping the Office's work.

Contractors who have received the 100 per cent advances should have their payments adjusted as necessary by Family Practitioner Committees once the Welsh Pricing Office has cleared its backlog of work. So far the Welsh Office seems to be the only one to have been severely affected. The Prescription Pricing Authority, whose 11 processing divisions deal with England, has seen some industrial action but none of its workforce is on indefinite strike. In Scotland industrial action at the pricing bureaux has been in stipulated periods only, and payments have been calculated normally. The Glasgow bureau has been affected the most and will have to delay authorising payments to one health board until September 8, but the other 14 health boards should be able to pay contractors normally at the end of August.

Pharmacists oppose Sunday trading

Early returns in *C&D*'s survey of pharmacists' attitudes to Sunday trading show that the four-to-one against revealed by our 1979 survey still holds. Further analysis of the forms (P295 last week) will be held over until more have been received — it is still not too late to put the form in the post.

Meanwhile the shopworkers union, USDAW, has expressed concern at what appears to be the contradictory attitude being taken by the Home Office and the Department of Trade over proposed changes to the Shops Act 1950.

The USDAW working party on shops legislation, at a meeting last week, considered statements by Mr Ian Sproat, junior Minister at the Department of Trade, supporting a relaxation of the present legislation. A spokesman from the Home Office has, however, been reported as saying there is no sign of any change.

The working party has asked Mr John Flood, union deputy general secretary, to seek an early meeting with the Home Office to clarify the official position.

Minister defends Opren monitoring

Mr Kenneth Clarke, Minister for Health, has denied that there was delay in detecting and acting on the adverse reactions to Opren.

Replying to a letter from Mr Mike Thomas, MP, he added that the licensing authority acted in a responsible way, taking action when the evidence justified Mr Clarke explained that the merger, in January, of two subcommittees of the Committee on Safety of Medicines into a new subcommittee on safety, efficacy and adverse reactions (SEAR) for a trial period of two years, was not a cost-cutting exercise but a rationalisation of work. It aimed to give greater consistency of advice on drugs, a wider range of professional disciplines would be represented and the subcommittee would meet monthly, enabling more prompt consideration of adverse reactions.

There were no plans to reduce staff in the secretariat, nor had there been cuts in computer time, but arrangements were well advanced for improved computer facilities for monitoring adverse reactions.

While it was too soon to say whether the new subcommittee was completely successful, Mr Clarke did not accept that adverse reactions had been neglected over the past seven months. There was a backlog of about 3,000 reports to be coded onto the computerised Register of Adverse Reactions but all the uncoded reports had been scrutinised by the professional secretariat.

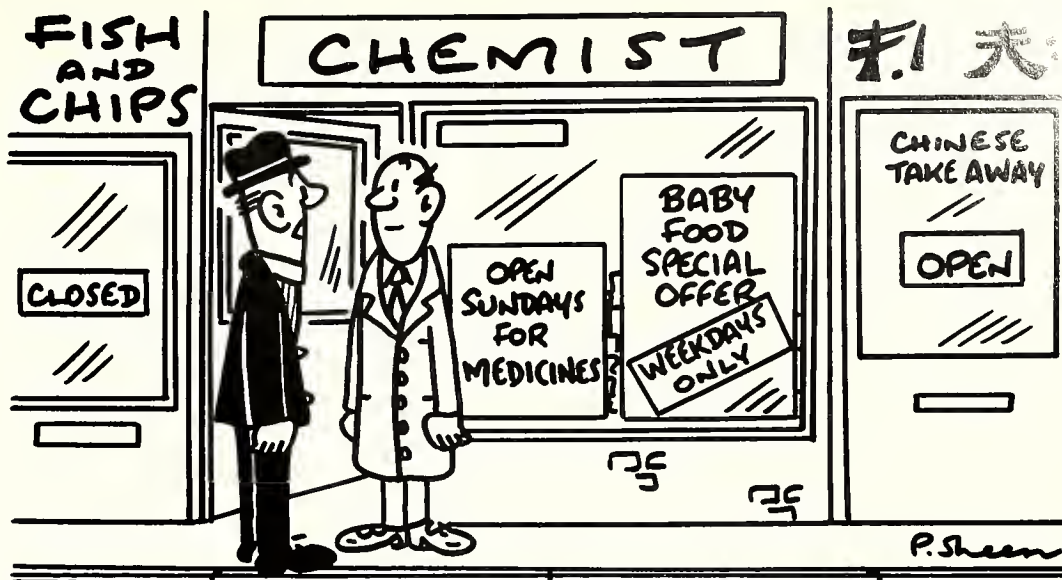
'Closely monitored'

Mr Clarke's letter went on to explain how Opren had been closely monitored since it was first marketed in the UK in 1980. Since April 1982, when reports of serious effects on the liver and kidneys were published, the drug had been discussed at every meeting of the CSM and of the SEAR subcommittee, but it was not until July that the number and nature of reports indicated there was a need for further action by the licensing authority.

Mr Clarke was not aware that regulations controlling the advertising of Prescription Only medicines had been infringed in the marketing of Opren. "If you have such evidence, I hope you will send it to me forthwith so that it may be urgently considered," he said.

□ The Law Society is putting alleged Opren victims in touch with solicitors experienced in drug claims and is drawing up a list of solicitors contacted over possible claims. The Society was asked for help by the Opren Action Group who want to claim compensation for alleged damages from the manufacturers.

Although unable to give individual legal advice or to take sides in the dispute the Law Society says its function is to ensure that people get proper legal advice and it therefore gave the Action Group the names of solicitors who had previously



dealt with claims against drug companies. Since there was little point in several solicitors duplicating each other's work, the Society has offered to send all solicitors contacted about the drug a list of the other firms with potential claimants.

A Law Society spokesman said he did not think it was siding with patients seeking compensation by taking this action. It was not saying there was any basis for a claim against the drug's manufacturers and was simply providing a service for its members.

Date fixed for Upjohn appeal

The public hearing for Upjohn's appeal on Depo-Provera is to take place during the week beginning November 8.

The company wants the Department of Health to reverse its decision not to approve the drug for long-term contraceptive use. It says there is overwhelming evidence that it is a safe and effective long-term contraceptive and asked for a public hearing shortly after the Department's ruling was announced in May.

Health ministers made history with their decision because it was the first time they had overruled advice from the Committee on Safety of Medicines. Since then several doctors and family planning associations have spoken out in favour of the drug.

Patients satisfied with prescribing

Most doctors are good about giving prescriptions, as opposed to being too eager or too unwilling, according to a survey by West Birmingham Community Health Council. In a patient survey, 85 per cent felt doctors' readiness to give prescriptions was about right. Only 7 per cent felt doctors were too eager.

A "surprisingly high proportion" of

respondents said they received repeat prescriptions: this may be due to over-representation of chronic sick on the panel says the CHC. Of the 88 people who responded to the questionnaire 25 said they saw the doctor every time, and 18 said they were usually seen. A second panel survey showed that most prescriptions covered a period of 4-5 weeks or a month (41 out of 73). Nine covered a period of two months and ten a period of three months.

Questions on the effect of increased prescription charges showed that about a quarter of people affected by these charges do not see their doctor on every occasion they feel it advisable. *West Birmingham CHC, Ringway House, 45 Bull Street, Birmingham B4 6AF.*

Armour increase wholesale margins

Armour Pharmaceuticals have raised their wholesale margins by around 1 per cent less than one month after being "forced" to review their discount structure "due to prevailing conditions within the industry".

The total available discount is now 13 per cent against the price to the retailer made up of a base discount of 11 per cent (previously 10 per cent as of August 2) and 2¼ per cent (2½ per cent) for settlement within 20 days of "invoice-month-end".

The move follows the receipt of "several constructive letters and productive and helpful discussions with some wholesaling colleagues and the director of the National Association of Pharmaceutical distributors, Mr Oswald Logan."

The company hopes this amendment will be recognised as a realistic attempt to arrive at discount procedures which are both in the interest of the wholesaler and manufacturer.

Safeway's second pharmacy opens in new superstore

Safeway Food Stores this week opened their second pharmacy at a new 30,685 sq ft superstore development at Verwood, Dorset. Their other pharmacy is at Livingstone, Scotland (*C&D*, June 27, 1981) and it is now certain that other suitable developments will also have pharmacies incorporated — the next to open will be Hadleigh, Essex, in November.

At Verwood the pharmacy occupies a corner extension to the main store — taking over what would otherwise be one of a series of independent shop units included in the development (which also incorporates a leisure centre built by Safeway and presented to the local community).

On entering the store, the shopper walks between a full wall of toiletries and a long gondola of baby care products, being faced at the end with a wide alcove of cosmetics and sundries. The cosmetics are in many cases blister packed and include Safeway's own brand, Natural Beauty, launched a year ago and "doing as well as the proprietary ranges."

A left turn takes the customer further into the store, with many additional chemist goods on the other side of the first gondola — including specialist sections for diabetic and gluten-free foods. A right turn leads into the pharmacy area. At this point a grill can be brought down separating the pharmacy from the store so that it could operate a Sunday or Bank Holiday rota (in this case the "shop unit" door, normally locked, would be used).

Air-conditioning

The pharmacy itself has a single central gondola with plenty of open floor-space — necessary since customers will usually be pushing shopping trolleys. At the rear are two counters, one for agency cosmetics and perfumes and the other for medicines. The raised dispensary is behind the latter, affording the pharmacist opportunity to supervise sales through a large open hatch. The dispensary itself is air-conditioned and has two bench levels — the higher one for writing labels. First aid requisites (on self-selection as an experiment) and photographic are other activities conducted within the pharmacy area. Kodak are providing Safeway with blister-packed films.

The pharmacy is open from 9am (half-an-hour later than the rest of the store) to the normal store closing times of 8pm Monday to Friday and 6pm on Saturdays. A grill closes off the dispensary entrance when the pharmacist is not present.

The pharmacist manager is Mrs Bridget Fonteneau, who is supported by two locum pharmacists and three full-time and one part-time counter assistants.

Verwood is a rapidly expanding dormitory area with a high proportion of

retired people, but expected to attract more first-time house buyers as increasing building densities bring down prices. The Safeway site — with spaces for 380 cars — is under half-a-mile from the existing village centre where there is an independent pharmacy run by Mr J.T. Gallagher, MPS. This pharmacy is closer to the doctors' surgery.

Uncertain future

Mr Gallagher is uncertain how the Safeway development will affect his business — he is Vantage-identified, currently opens until 6pm but also operates a 24-hour on-call service (he lives close to the pharmacy), and runs an oxygen service. No other pharmacy is within five miles of the development.

Safeway were understood to have been pleased with the interest and number of prescriptions received on Tuesday, opening day. The pharmacy is not eligible for Basic Practice Allowance.



Above: Entrance to the pharmacy from the store. Below top: Cosmetics and sundries self-selection area. Below bottom: Dispensary and OTC medicines



By Xrayser

Sir Austin Bide, chairman, Glaxo Holdings, is to head a new Open University Visiting Committee set up by Education Secretary Sir Keith Joseph. Sir Austin, who is also deputy chairman of British Leyland and chairman of the research and development committee of the Confederation of British Industry, gained his own first class honours degree in chemistry through part-time study at London University while working as a Government chemist in the 1930s. The new committee, comprising 11 leading industrialists and educationalists, will visit the Open University periodically to discuss its work and resource needs, and advise the Education Secretary on how the OU can be developed, considering also the financial implications of any such development. Similar bodies already operate for Cranfield Institute of Technology and the Royal College of Art.

Dr T. D. Whittet, CBE, FPS, has been elected master of the Worshipful Society of Apothecaries of London, the first pharmacist to hold the office since the Society became predominantly medical in the last century. Dr Whittet, a noted pharmaceutical historian, was formerly chief pharmacist at the DHSS.

HEALTH CENTRE NEWS

■ **Bolton AHA** is now seeking planning approval for the details of siting the new health centre at Frederick Street, Farnworth, Bolton, Lancs.

■ A £750,000 building contract has been awarded by the **Lothian Regional Council** for a health centre and a day centre at Whitburn, near Bathgate, Lothian, Scotland.

■ Planning permission is sought by the **Isle of Wight AHA** for a health centre on a site next to the West Wight swimming pool at Freshwater, IoW. Work could start this December on the £500,000 project, with completion in around 12 months.

■ **Blackburn, Hyndburn & Ribble Valley DHA** is planning additional consulting and examination rooms and accommodation for district nurses and health visitors at the Little Harwood Health Centre at Plane Tree Road, Little Harwood, nr Bolton, Lancs.

■ **North Western RHA** is seeking approval for a two storey building for the formation of a manufacturing pharmacy, hospital sterilizing and disinfecting unit and a quality control laboratory. It is to be sited on land between the Princess Anne Maternity Hospital, off Minerva Road, Farnworth, Bolton.

Sunday best?

Did you see the Editor's "Comment" last week? I ask you, what sort of an article was that — just a couple of short paragraphs, with the rest filled by a questionnaire? I tell you in confidence, I remonstrated with the Editor on this crafty way of avoiding the burning of midnight oil. "How would you like it if I filled up my column with some simple sort of graph, or a yes-no game." He had the gall to *laugh*, and said something about not coming up with the lolly if I tried it.

And now my secret is out: I don't write just for love! However, I am determined not to let him get away with it, but need your help. Please *fill in* that survey and send it back to him. Ten thousand or so forms should please him! Remember you will only be doing what he asked you to do: and we want the survey to be truly representative!

However, to be serious, we have to ask ourselves about Sunday opening. In abstract terms it's easy enough to take up a position and argue till the cows come home, so long as it doesn't affect you personally. But when it comes nearer home emotions take over.

In my quiet suburban parade there would be little point in Sunday trading, and since mine is a one-pharmacist shop I certainly would not open unless compelled to, as six days a week is enough for anyone. In resort towns, where the bulk of the profit for the year is made in perhaps four Summer months, there might be justification for trading seven days a week during that time, but here we are talking about trading, as opposed to offering a pharmaceutical service. Will the doctors also be opening surgeries fully over seven days a week?

In my town there are two or three well known general traders who operate both extended hours and Sunday opening. They are hard-working entrepreneurs who generally charge well for the service they give in the form of higher prices, but without arousing the resentment of their customers who recognise it is not unreasonable for such proprietors to look for a better profit than normal because of the service and convenience they offer. Never mind the law as it stands at present — there is room for them, whatever their nationality. Anomalies as between the Chinese carry-outs (take-aways) and the fish-and-chip shop are, of course, ridiculous and need amending.

So although I wouldn't have thought it possible, it appears I am in favour of Sunday opening — so long as what we see at present represents its fullest application. If seven-day opening were to become the norm, the advantage to

today's entrepreneurs would be lost and all traders might find themselves condemned to far higher overheads for no more turnover, and even lower margins.

When we look at what we see in the way of Sunday trading it can hardly be surprising that the bulk of it is done in food, so without meaning to, I have taken my examples solely from that field. We can all think of exceptions, but when we are asked in general terms about it, do we envisage the whole spectrum of retail and service activities being freed for all restriction? I hope not.

In my view, therefore, there is a need for removal of anomalies. Since there is a demonstrable, viable place for a few late-night and Sunday traders, a limited number could be licensed (for a substantial fee) by local authorities, so the balance of trade in any area would not be upset. I would go as far as to suggest that licences should only be granted to owner managers, so as to limit the possibility of a bought-up monopoly.

Handicapped

During this year I have seen a growth in demand for incontinence aids, which I regret I have felt inadequate to satisfy — I find some of the patients will not accept what I offer because it costs too much. It is difficult to get across the money barrier when selling pads which should absorb night leakage, at 20-50p each, when you are talking to an infirm pensioner.

Still, not all patients are poor so the lucky ones get what they need, and the rest make do. With the number of older and handicapped customers I see, I have gradually increased the range of aids I offer, taking into stock, seats for the bath, bath pillows, non-slip mats, bed tables, feeding apparatus and the usual selection of bedpans. Although we have an active Red Cross lending service locally, I think I am ready to expand into a few walking sticks, Zimmers, maybe a commode.

My problem has been to know where to get them, so I was grateful to see "Sources of Supply," listed in the *C&D*, feature last week. I don't think I shall be the only one writing to one or two of the firms mentioned, over the next week or so. The question remaining is how to relate the capital outlay to the space available. Where, for example, do you store a couple of wheelchairs in the average small pharmacy?

But I reckon that even if we view the investment as a form of advertising expenditure, it will enhance our position as advisers to people trying to make the best of an unfortunate condition.

A 'repeat action' decongestant

A combination of the antihistamine, azatadine and the decongestant, pseudoephedrine, is being marketed in October in a solid-dose and liquid formulation.

Kirby-Warrick are the manufacturers and the combination will go under the descriptive brand name of Congesteze. The tablets are formulated to give a "repeat action" as 60mg of pseudoephedrine and 1mg of azatadine are released immediately with another 60mg pseudoephedrine released some hours later from the barrier coated core.

The sedative side effects seen with most H₁ antagonists are said to be infrequent with azatadine. The drug also inhibits histamine release from mast cells and has antiserotonergic and anticholinergic properties.

Congesteze syrup and tablets

Manufacturer Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX

Description White, sugar-coated tablets each containing 1mg azatadine maleate and 60mg pseudoephedrine sulphate in the coating and 60mg pseudoephedrine in the barrier coated core. Colourless to light yellow syrup containing 1mg azatadine maleate and 30mg pseudoephedrine sulphate in 5ml

Indications Relief of symptoms of upper respiratory mucosal congestion in seasonal and perennial allergic rhinitis

Dosage Adults and children over 12: one tablet morning and evening or 5ml syrup twice daily (in severe cases 10ml syrup twice daily may be given). Children 6-12: 2.5-5ml syrup twice a day

Contraindications, precautions etc. As for azatadine and pseudoephedrine

Packs 100 tablets (£8 trade); 120ml syrup (£3 trade)

Supply restrictions Prescription only

Issued October 1, 1982

Reliaseal suppliers

In order to extend the availability of Davol Reliaseal ostomy adhesive discs, from September 1, the product will be available through the additional specialist distributors:

Thames Valley Medical Ltd, Chatham

Street, Reading, Berks RG1 7HT. Tel: 0734 595835

J.C. Peacock and Son, 1 St Thomas' Street, Newcastle-upon-Tyne NEL 4LE. Tel: 0632 329917

North West Ostomy Supplies, North West House, 62 Oakhill Trading Estate, Worsley Road North, Walkden, Manchester M28 5PT. Tel: 0204 709255. Buchanan Orthotics Ltd, 60 Woodlands Road, Glasgow G3 6HA (branches throughout Scotland). Tel: 041-332 9561.

Reliaseal is also available through other major Bard distributors including Southern Syringe Services, Macarthys, Unichem, Athrodax and Vestric. The discs are currently used by a number of patients mainly with urostomies and ileostomies as they maintain a dependable leak-proof bond between the appliance and the body and are relatively unaffected by gastric juices or urine. *Bard Ltd, Pennywell Industrial Estate, Sunderland SR4 9EW.*

TB treatment to be discontinued

Inapasade and Inapasade paediatric are being discontinued when existing stocks run out. This is likely to be the end of 1982 and the majority of the stock expires August 1983.

Stocks of the 60-sachet Inapasade pack will probably be exhausted before the 120 size, and unless specifically requested, Smith & Nephew will meet such orders with the 120 pack on a pro rata basis. *Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Romford, Essex.*

Cedocard packs

From September 1, Cedocard 10mg and Cedocard Retard will be available in 1,000-tablet packs. Trade prices are £14.29 and £65.70 respectively. *Tillots Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS.*

Evans addition

Evans have added spironolactone tablets 25mg and 100mg to their range of generics. The cream film-coated tablets both have the Evans logo on one side; the 25mg strength has a large "25" above the breakline and smaller "246" below; 100mg strength has "100" above and "247" below. Trade prices are £24.50 for 500 of 25mg and £24.50 for 100 of 100mg. *Evans Medical Ltd, 891 Greenford Road, Greenford, Middlesex UB6 0HE.*

Another indication for mefenamic acid

Mefenamic acid (Ponstan) has been approved by the Committee on Safety of Medicines for use in menorrhagia.

Parke-Davis say that trials carried out in Australia showed that two-thirds of patients responded favourably to the drug with 50 per cent reduction in blood loss. Those with the most heavy periods showed the best response and the efficacy of treatment was not impaired by long-term usage.

Ponstan is already recommended for the relief of mild to moderate pain and is now quite widely used for the treatment of dysmenorrhoea. Its efficacy in reducing dysmenorrhoea is thought to be due to the drug's inhibitory action on prostaglandin synthesis as it seems likely that the pain is caused by prostaglandin-induced uterine contractions.

Mefenamic acid has also been found to block prostaglandin receptor sites on smooth muscle as well as inhibiting synthesis and could therefore prevent the action of any prostaglandin already present. Prostaglandins are also thought to be involved in the aetiology of menorrhagia hence the rationale for the use of mefenamic acid.

The recommended dosage in treating menorrhagia is 500mg three times a day for five days, commencing on the first day of menstruation. *Parke-Davis & Co, Usk Road, Pontypool, Gwent NP4 0YH.*

Diovol flavour

Diovol suspension is now available in a fruit flavour as well as the original mint. The new flavour has the same formulation and price. *Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX.*

Change in Motival and Motipress use

The indications for Motival and Motipress have been revised and the maximum dose for Motival reduced to one tablet three times a day.

Both products are now only indicated for the treatment of mild to moderate mixed anxiety and depressive states. Squibb also say that a course of treatment should be limited to three months for both products and that if the patient does not respond after four weeks an alternative treatment should be given. *E. R. Squibb & Sons Ltd, Reeds Lane, Moreton, Merseyside L46 1QW.*

Generic analgesics in OTC cartons

Clark Proprietary Medicines are introducing three generic lines of small analgesic packs that they say combine modern efficient packaging with competitive prices.

The products are paracetamol 500mg, aspirin 300mg and soluble aspirin 300mg and they are each available in three sizes — 24, 48 and 96 tablet packs. Retail prices are £0.41, £0.62 and £0.97 for the soluble aspirin and paracetamol; £0.28, £0.39 and £0.65 for aspirin. The packs are shrink-wrapped in half-dozen of the two larger sizes and dozens of the smaller.

Packaging is in well-designed and eye-catching cartons, the company says, to give easy identification. The tablets are blister-packed in 12s which allows easy dispensing of any number as well as countersales. Clark operate their own distribution service throughout the country. *Clark Proprietary Medicines Ltd, Mansard House, Pangbourne, Berks RG8 7LY. Tel: 07357 4410.*



'More palatable' bran from Seven Seas

Seven Seas are introducing a bran product which they say is more palatable and wholesome than any other available today.

Bran extra (500g £0.40) is finely milled but gently processed to retain the natural wheatgerm content. It is intended for use in several different ways, on its own,

sprinkled on fresh fruit, used as a crumble top or in soups and stews.

At present 50 per cent of all bran products are sold through grocery outlets, the company says. Bran extra will only be available through chemists. It is currently on test in the Hull area but other pharmacists who would like to stock the product should contact *Seven Seas Health Care Ltd, Marfleet, Hull, North Humberside HU9 5NJ.*

Matchabelli Day into Night shadows

Prince Matchabelli are introducing Day into Night shadows in mid-September. Each collection contains a subtle lid colour, a contour and highlight shadow. There is also a darker lid colour and a mini kohl pencil (£2.95).

Six colour choices are available — peach, rose, earthtone, iris, bluenote and taupe — supplied in a display unit. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Minimum Space

Maximum Turnover

All the ingredients you need for a profitable home wine section, from CWE

Three brands, some selected additives and a single source of supply, means that you can have a home wine-making section with the kind of trouble-free profits you're always glad to see.

CWE produces *Classic* for the big growth, fast-fermenting market; *Cellar 21* as a three week, complete wine kit; and *Connoisseur's Choice*

for the very best in home wine.

There's even a *CWE Home Winery* — the all-in-one starter pack for the first time home winemaker.

Your wholesaler already stocks CWE products (there are actually 54 home wine concentrates alone) so your new home wine section is only a telephone call away. Contact him today!



Continental Wine Experts Limited
The Winery Cawston Norwich NR10 4BQ

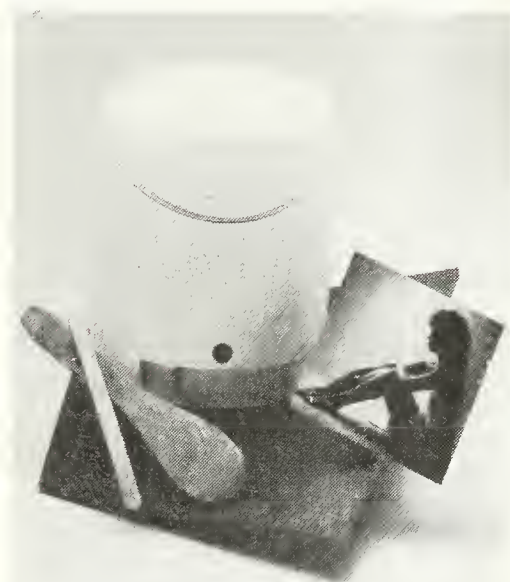
Six new products and one relaunch courtesy of Pifco

Pifco are currently introducing six new products which include a foot massager and beauty massager and are relaunching the facial sauna.

The foot massager is a portable unit operating on 240v. Designed to fit the shape of the foot, it has over 400 tiny stinu-nodes to give a dry massage. There are six control settings for heat and vibration which allow selection of heat only, massage only or heat combined with massage. The unit (£19.95) comes in green and white trim and has non-slip feet.

To meet the growing demand for beauty massagers Pifco are launching an electrically operated two-speed unit, also in the green and white trim. The massager (£12.50) comes supplied with four separate attachments. For beauty treatment there is a soft foam puff for the application of facial cream and lotions. A spiked applicator is for use on the hair and scalp and the muscle applicator with a contoured surface is to ease strain and maintain muscle tone. The fourth attachment, the body applicator, is for general massage of the body. An illustrated instruction booklet is supplied.

A hair removal beauty treatment designed for use at home is yet another edition to the Pifco range. The complete



kit comprises an electrically operated and thermostatically controlled heating unit, the necessary wax and a bottle of pre-depilatory oil with a supply of different sized spatulas and two disposable filters. In white with pink and blue trim the Pifco beauty wax unit (£19.95) also has an instruction manual.

In a livery of grey with green trim is the Pifco hair crimper (£9.95). It has



spring-loaded handles and silver anodised crimping plates. There is a temperature control and an indicator light to show the crimper is connected to the mains supply.

The Pifco travel hairsetter (£12.95) comes with eight tangle-free rollers and clips and a pochette. The facial sauna has been reshaped for greater comfort and ease in usage. The moulded white base has been given a bright green trim and is topped by a translucent green face mask with a formed protective rim.

Finally Pifco are launching a facial care which they describe as a battery operated beauty treatment outfit which cleans and massages the skin. The outfit comprises a comfort-contoured power handle and four attachments — two brushes, a soft sponge and a massage disc. The handle of the unit is water resistant so it can be used in the bath or shower and the motor is two speed (batteries are not supplied). *Pifco Ltd, Failsworth, Manchester M35 0HS.*

Watts up

Braun Electric have increased the power of their basic model hairdryers, the travelair and the super compact. The original dual voltage PGD1000 travelaire is being replaced by the new more powerful PGD1200 travelair dual voltage hairdryer. At 1200 watts, the travelair retails at around £9.95.

Following this trend towards a higher wattage, Braun have also relaunched their super compact in a 1200 watt version (£7.99) The company is also reducing the size of the packaging for their dryer-styler range, the SDE850 and the SD800. Research has indicated that the tong and handle in the SD800 pack and the tong and biggest of the two round brushes in the SDE850 pack are little used so they have been eliminated from the new streamlined packs. *Braun Electric UK Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Second addition to Sanatogen range

Details of the new Sanatogen product, vitamin B complex tablets with honey, are now available. The product is being launched in September together with the other addition to the range, liquid tonic (C&D August 14, p279).

The B complex tablets are said to contain all the major B vitamins (thiamine, riboflavine, nicotinamide, calcium pantothenate, and pyridoxine). They are packaged in line with Sanatogen's existing range of vitamins and will retail at £1.05 for 60. Each tablet provides the recommended daily dose of all the vitamins it contains.

Television advertising for Sanatogen vitamins begins again this Autumn with a spend of at least £400,000 promised. Fisons say Sanatogen is the only multivitamin to be advertised nationally on television and this is reflected in its market shares. The latest figures give the brand 48 per cent of all multivitamin sales in retail chemists, they claim, outselling all major competitors by at least four-to-one. *Fisons Ltd, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Boost for Beecham hair trio

Beecham are supporting Bristows with range extensions while Vosene and Silvikrin are to carry on-pack offers. A 200ml size (rrp £1.18) is being added to the Bristows range and a new variant, henna shampoo to control and shine frequently washed hair, is also available. The 125ml bottle of Silvikrin is flashed 30 per cent extra free and Vosene 150ml 33 per cent. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Disprin poster on the history of pain

A colour poster called "The conquest of pain" has been produced as a Disprin education aid by Reckitt & Colman.

The poster covers man's fight against pain by highlighting "key victories." The story ends with the discovery of a soluble aspirin preparation by a Reckitt & Colman research chemist, Harold Scruton, during World War Two. Copies of the poster (20in wide x 38in deep) are available free from the *Disprin Information Bureau, 27A Medway Street, Westminster, London SW1P 3BD.*

We are bathing
to save the
World's Wildlife

More fun than mud pies!

Gentle Care Children's Toiletries

Strange things are happening in the bathroom! Children are actually getting into the tub with Elephants, Tigers and Pandas. All because of new Gentle Care animal-shaped bath products which not only keep kids clean, but also help save the world's wildlife.

Because Gentle Care make a donation to the World Wildlife Fund every time you buy one of these bath-time animals.

Foam Bath and Talc – mild and gentle for the softest skin, Shampoo that won't sting eyes, and Moisturising Creme Soap to make washing hands fun.

All make a splash in any child's day – much more fun than mud pies.



We make a donation to the World Wildlife Fund for each bottle purchased.

Soap market — more chemists specialise

Grocers and supermarkets have become the leading retail outlets for toilet soap, says the latest Mintel Market Intelligence Report published this month. And they find that Boots remains the single most important outlet while drug stores are taking an increasing share, possibly preventing further expansion in the grocery sector and taking sales from the department and variety stores.

Smaller independent chemists are unable to compete on price and so concentrate on specialist, up-market cosmetic soaps and the gift market. Skincare soaps, the report says, are heavily biased towards chemists who are taking as much as 80 per cent of the trade.

The toilet soap market is valued by Mintel at £102m rsp. Family mild soap has 40 per cent of the market and although deodorant and skin care products have been growing, with a 25 per cent and 12 per cent share respectively, they have lost a little ground during the past year.

While the market is dominated by a few multinationals, there are some 300 brands of toilet soap on sale. With UK sales stagnant in volume terms since the early 1960s and declining in recent years, the advent of new alternatives could mean radical changes for the industry in the near future, says Mintel.

Toilet soap is under pressure from bath additives, shower gel, other cleansing lotions and more significantly, liquid soaps. Mintel believe there will only be enough room for two or three liquid soaps and believes the dilemma for the bar soap manufacturers is that the proper promotion of the new liquid soaps would diminish the value of their current brands.

Consumer research shows that the decline in frequency of purchase by housewives has been resumed after the



This new counter display pack holds all three sizes of the Wisdom Quest range — original regular (£0.72) and newly-introduced extra (£0.75) and petite (£0.68) described in the oral hygiene feature (July 24, p178).

slight recovery indicated in the 1979 survey. Boots and other chemists are revealed as more important sources of purchase for non-housewives than for housewives, and the position is reversed in the case of supermarkets and other grocers. And the report continues, toilet soap purchase is more a part of the regular grocery shopping for women in the 25-54 age group than for others. Boots and other chemists are particularly important for the AB group and in the south east, whereas supermarkets are strong in Lancashire. Purchasers from Woolworth's tend to be in the lower and older social groups, it says. *Mintel Report on Toilet Soap, August 1982 (£40 per month, £240 per annum) from Mintel Publications Ltd, 20 Buckingham Street, London WC2N 6EE.*

prospector, globetrotter, daredevil plums and pioneer blues.

For Swedish Formula the company has introduced three products. Two additions, ivory and peach glow, are being made to purified complete make-up. Translucent matte and shimmer are available as 13g presentations of the purified finishing powder (£0.75) when either a complete make-up or purified compact make-up is purchased.

Finally peach glow and ivory are two new shade additions to Swedish Formula purified compact make-up (£2.95). The additions will be available from September. *Max Factor Ltd, 75 Davies Street, London W1Y 1FA.*

Flavour addition to TCP pastille range

Unicliffe have added a new flavour, honey and menthol, to their TCP throat pastille range. Until now, the throat pastilles have been available in blackcurrant and lemon. Honey and menthol are popular flavours among users of throat sweets, and the range addition should have nationwide coverage by mid-October. *Unicliffe Ltd, 5 Trident Way, International Trading Estate, Brent Road, Southall, Middlesex UB2 5LF.*

Relaxation emphasis in Radox TV push

Radox, is to be supported by a £½ million national television advertising campaign to run throughout September and October. The new campaign will promote both Radox herbal bath and Radox salts along the theme of "When it comes to relaxation, there's no other word for it." There is one 30 second advertisement and two 10 second spots. *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough SU4 4AU.*

Pin-Up booklet

Elida's Pin-Up has introduced a guide to home perming called "Making the most of your perm". The leaflet is free with either end curl or full head Pin-Up. Packs are specially flashed to announce the inset leaflet and advertising will appear in the women's Press. *Elida Gibbs, Portman Square, London W1A 1DY.*

Yardley launch honeysuckle range

Yardley are introducing honeysuckle to their floral fragrance range available as cologne spray (£2.95), talc (£1.49) and set of three soaps (£2.85). Introductory offers of £1.65 for cologne spray, £0.99 for talc and £1.90 for the box of three soaps are currently available.

Also available are double eye pencils, a slim soft kohl pencil at one end and a chunky, colour pencil at the other. There are four colour co-ordinates in browns, blues, burgundy and silver grey. Double lip pencils are also available in four co-ordinates — browns, burgundy, rose pink and blue pink. There is a slim pencil for outlining at one end and a thicker, softer colour to fill in at the other. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*

Adventurers Maxi Autumn colours

Adventurers are the Autumn colours for Maxi. "Explore a treasure chest of glittering golds and daring pinks," says the company, "and discover fearless greys and adventurous mauves to team with up-to-the-minute fashion."

For the lips and nails there is golden explorer and voyager (£1.45 and £1.35) and for the eyes there are four shimmering eye pencils in gold, silver, lilac and sage (£1.30). Six duo combinations (£1.65) are also available in trail blazer, sundowner,

Gentle Care Children's Toiletries



We Make a Donation To
The World Wildlife Fund
For Each Bottle You Sell.

15% Extra Profit
when you order 12 outers or more.



ORDER FORM

To Gentle Care Children's Toiletries,
Galenco Cosmetics (UK) Ltd,
6 The Broadway,
Thatcham, Newbury, Berks.
Telephone 0635 68177

Tel. _____
Signed _____

* ALL ORDERS TOTALLING 12 OUTERS OR MORE (ANY MIX OF PRODUCTS) WILL BE CHARGED AT 15% OFF NORMAL TRADE PRICES.

Description	RSP (inc. VAT)	Cost per Outer (exc. VAT)		Number of Items per Outer	Number Required		
		Normal	Less 15%		Panda	Elephant	Tiger
Foam Bath 275ml	99p	£7.75	£6.59	1 doz			
Shampoo 275ml	99p	£7.75	£6.59	1 doz			
Talc 180g	89p	£6.97	£5.92	1 doz			
Creme Soap 275ml	£1.25	£9.81	£8.34	1 doz			
2-animal Gift Pack	£1.98	£15.50	£13.18	1 doz		1 Panda, 1 Elephant	
3-animal Gift Pack	£2.87	£22.47	£19.10	1 doz		1 each, all 3 animals	
2 Decorated Soaps	£1.25	£19.62	£16.68	2 doz		2 x 75gm soaps	

Total Outsers* Please also send showcards (tick) Small ☐ Medium ☐ Large ☐

Be competitive Be unbeatable



Profit
On Cost
20%

12 x 175ml

Vestric

Sell at
£0.68
Offer Price £5.94

VANTAGE

Sell at
£0.65
Offer Price £5.67



Profit
On Cost
25%

3

Vestric

Sell at
£1.98
Offer Price £4.14

VANTAGE

Sell at
£1.90
Offer Price £3.96



Profit
On Cost
20%

24 x

Vestric

Sell at
£0.32
Offer Price £5.64

VANTAGE

Sell at
£0.31
Offer Price £5.40



Profit
On Cost
17.65%

12 x Twin

Vestric

Sell at
£0.54
Offer Price £4.75

VANTAGE

Sell at
£0.51
Offer Price £4.54



Profit
On Cost
20%

A Shampoo + Free Conditioner
B Conditioner + Free Shampoo

12 x 350ml + 125ml

Vestric

A Sell at
£1.46
Offer Price £12.66

B Sell at
£1.55
Offer Price £13.47

VANTAGE

A Sell at
£1.39
Offer Price £12.12

B Sell at
£1.48
Offer Price £12.84



Profit
On Cost
20%

24 x

Vestric

Sell at
£0.68
Offer Price £11.88

VANTAGE

Sell at
£0.65
Offer Price £11.40

Product	Pack/Size	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Profit
DR. WHITE'S Size 1	24 x 10	—	—	9.96	.57	9.48	.55	2
Size 2	24 x 10	—	—	10.92	.63	10.32	.59	2
ELASTOPLAST Airstrip	12 x Handy	3.63	.49	3.06	.35	2.91	.34	2
Fabric	12 x Large	5.845	.79	4.92	.57	4.68	.54	2
	12 x Econ	7.78	1.05	6.54	.75	6.24	.72	2
	12 x Handy	3.63	.49	3.06	.35	2.91	.34	2
	12 x Large	5.845	.79	4.92	.57	4.68	.54	2
	12 x Econ	7.78	1.05	6.54	.75	6.24	.72	2
	12 x 95gm	9.30	1.24	7.62	.88	7.26	.84	2
ELNETT Hairspray Extra	12 x 95gm	9.30	1.24	7.62	.88	7.26	.84	2
Normal	12 x 200gm	14.95	1.99	12.30	1.41	11.76	1.35	2
Extra	12 x 200gm	14.95	1.99	12.30	1.41	11.76	1.35	2
Normal	12 x 300gm	21.08	2.80	15.60	1.79	15.06	1.73	2
Extra	12 x 300gm	21.08	2.80	15.60	1.79	15.06	1.73	2
Normal	6 x 500gm	13.54	3.60	11.16	2.57	10.77	2.48	2
Extra	6 x 500gm	13.54	3.60	11.16	2.57	10.77	2.48	2
FLEX Shampoo + Free Conditioner Dry, Greasy, Normal & Extra Body	12 x 350ml + 125ml	14.28	1.99	12.66	1.46	12.12	1.39	2
FLEX Conditioner + Free Shampoo Dry, Greasy, Normal & Extra Body	12 x 350ml + 125ml	15.00	2.09	13.47	1.55	12.84	1.48	2
KLEENEX Toilet Tissue/Velvet Tissue Blue, Green, Peach, Pink, White & Yellow	12 x Twin	5.422	—	4.75	.54	4.54	.51	17.6
LIBRESSE Pennywise	24 x 10	6.70	—	5.64	.32	5.40	.31	2
RECITAL Colourant All Colours	12 x 20	6.12	—	5.10	.59	4.89	.56	2
	3	5.06	2.69	4.14	1.98	3.96	1.90	2
	3	5.89	3.14	4.80	2.30	4.59	2.20	2
SILVIKRIN Hairspray Dry, Firm, Greasy & Normal	12 x 175ml	9.14	1.17	5.94	.68	5.67	.65	2

Libresse
Pennywise
Recital
Steradent
Elnett
ultra brite
Elastoplast
Style
Dr. White's
REVLON
FLEX
Kleenex
Vaseline

with Vestric

VANTAGE



12 x Large

Vestric
Sell at
£0.57
Offer Price £4.92

VANTAGE
Sell at
£0.54
Offer Price £4.68



24 x 30

Vestric
Sell at
£0.66
Offer Price £11.40

VANTAGE
Sell at
£0.62
Offer Price £10.80



36 x Lge

Vestric
Sell at
£0.31
Offer Price £8.10

VANTAGE
Sell at
£0.29
Offer Price £7.65



6 x Lge

Vestric
Sell at
£0.31
Offer Price £5.70

VANTAGE
Sell at
£1.26
Offer Price £5.49



24 x 10

Vestric
Sell at
£0.63
Offer Price £10.92

VANTAGE
Sell at
£0.59
Offer Price £10.32



12 x 200gm

Vestric
Sell at
£1.41
Offer Price £12.30

VANTAGE
Sell at
£1.35
Offer Price £11.76

	Pack/Size	Normal Price	RSP	Vestric Price	RSP	Vantage Price	RSP	Profit on Cost%
DENT Powder	12 x Large	—	.98	7.20	83	6.90	79	20%
	12 x Med	—	.67	5.04	58	4.83	56	20%
	12 x Small	—	.40	2.94	34	2.85	33	20%
	12 x 50	—	1.17	8.70	1.00	8.40	97	20%
	24 x 30	—	.76	11.40	.66	10.80	62	20%
	24 x 20	—	.51	7.56	.44	7.32	42	20%
	12 x Large	—	.88	6.45	.74	6.21	72	20%
	12 x Small	—	.57	4.23	.49	4.08	47	20%
	12	—	.83	6.00	.69	5.76	66	20%
	24	—	.76	11.40	.66	10.92	63	20%
Perms Soft Casual	12 x 100ml	—	1.12	8.76	1.01	8.34	96	20%
	12 x 50ml	—	.70	5.49	.63	5.22	60	20%
	6 x Small	4.54	1.25	3.78	.87	3.63	84	20%
	6 x Large	6.85	1.89	5.70	1.31	5.49	1.26	20%
BRITE T.V. campaign commences 30th August – spend of £900,000.	6 x Small	4.54	1.25	3.78	.87	3.63	84	20%
	6 x Large	6.85	1.89	5.70	1.31	5.49	1.26	20%
	24 x Fam	16.82	1.02	9.00	.52	8.58	49	20%
	24 x Ex Lge	13.19	.80	7.20	.41	6.96	40	20%
NE Shampoo	36 x Lge	14.35	.58	8.10	.31	7.65	29	20%
	48 x Std	12.53	.38	7.20	.21	6.96	20	20%
	24 x Std	11.72	.75	9.00	.52	8.52	49	20%
	24 x Lge	15.48	.99	11.88	.68	11.34	65	20%

Offers made subject to manufacturers availability & while stocks last. Offer dates 25 August – 24 September.

VANTAGE

Vestric Vestric Limited,
West Lane, Runcorn,
Cheshire, WA7 2PE.

If you would like to know more about Vantage,
please complete the coupon and return to the Marketing Manager.

Name _____

Address _____

Telephone: _____

Kodak's new instant family for October

Kodak are launching a new family of four instant cameras and a new fast instant colour film with the Kodamatic name in October.

All four slim-line Kodamatic instant cameras — the 930, 950, 970L and 980L — fold flat when not in use and accept the new film. This has an exposure index of 320, more than twice the speed of the current Kodak film.

With the exception of the 930 (srp £20) the cameras feature an integral electronic flash that flashes automatically each time a picture is taken. Kodak say the flash blends with the existing light, brightening the colours, lowering the contrast, filling-in facial shadows in sunlight and giving better results in low light. The results are pleasant, evenly lit pictures, both indoors and out.

Camera features

Other features include:

- ☐ Automatic switching on-and-off of the integral flash on the 950 (srp £39), 970L and 980L.
- ☐ Energy saving thyristor circuitry for flash-quenching on models 970L and 980L.
- ☐ Close-up lens, (970L, srp £53).
- ☐ Automatic focusing using an infra red range-finding system on the 980L (srp £75).

Camera shake and subject movement are minimised by the use of a shutter speed twice as fast as the present Kodak instant camera/film combination.

Kodak say the new film has a similar colour quality, image stability and access time and Satinlux finish to the existing film. The vital image appears in about 30 seconds and the picture can be judged after about 90 seconds. Development is essentially complete after 5 minutes.

The 10-exposure cartridge is available in single (srp £6.34) or twin packs (srp £11.99).

Packaging and graphic design features distinguish the Kodamatic film from the instant colour film. For example, the new film cartridge itself has a blue loading stripe as opposed to the present familiar orange stripe.

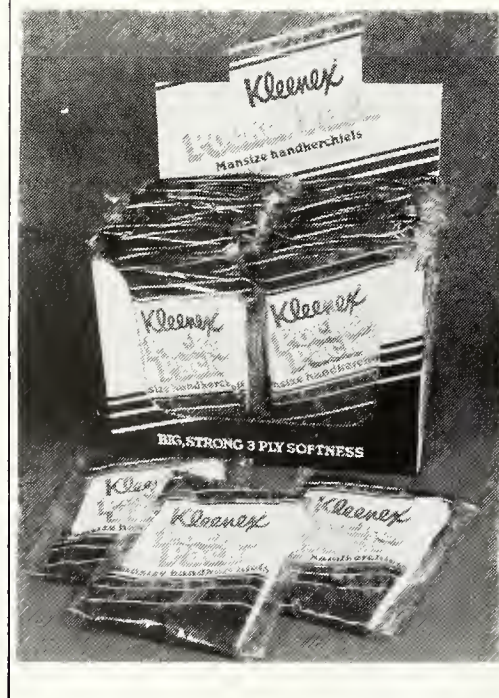
While it is possible, if necessary, to use the new film in the current range of Kodak instant cameras or alternatively to use instant colour film in the new Kodamatic cameras, this is not a practice to be recommended, say Kodak.

To obtain satisfactory pictures from these "cross over" combinations requires more care and appropriate adjustment of the lighten/darken control.



The model 1 case (srp £6) is designed to take any of the four cameras in the range. A separate pocket on the front will hold a spare film pack or several exposed prints. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

To increase sales of small packs of paper handkerchiefs, Kimberly-Clark have relaunched Kleenex Mansize handkerchiefs and introduced new POS aids. The name of both the single and triple packs has been changed to pocket packs and a new display outer and floor standing dump bin have been introduced. The 36-pack outers will be available individually (until now retailers have had to buy a minimum of two). The dump bin occupies less than two feet square of floor space and holds 360 packs they say. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent*



Hard lens cleaner and comfort drops

Smith & Nephew are launching two hard and gas permeable contact lens solutions at the beginning of September.

The products are called Transclean and Transdrop and are intended to complement Transol and Transoak. Transclean is a lens cleaner which removes deposits that build up daily on hard and gas permeable lenses. Transdrop is a comfort drop for use when lenses become uncomfortable. Both retail at £1.32.

Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Harold Hill, Romford, Essex, RM3 8SL.

Dendron distribute Nicobrevin

Dendron Ltd have been appointed UK distributors of Nicobrevin with effect from September 1. Trade prices remain unchanged. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y.	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	Sc
Baby Wet Ones:	All except U
Cream Silk conditioner:	All areas
Crest toothpaste:	All areas
Fairy toilet soap:	Y, Sc, WW, NE, A, U, G
Head & Shoulders:	All areas
Hedex:	All except B
Impulse:	All areas
Jo-ba natural hair products:	Y
Metamucil:	NE
Mystique:	All except LN
Nivea:	Ln, Lc, Sc, WW, So, NE, We
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Panache:	All areas
Philips Air Cleaner:	All areas
Radox:	All areas
Rennie indigestion tablets:	All except U
Robinson's baby foods:	All areas
Sionon products:	M, Y, G
Soluble Phensic:	All areas
Sure deodorant for men:	All except Sc
Tweed:	All areas
VO5 shampoo:	All except U, We, B, G, E, CI
Zest toilet soap:	All areas

Liquid detergent with a 'better margin'

Washing powders are not generally considered a lucrative line for independent pharmacies and small multiples but a new detergent may cause some retailers to have second thoughts.

Cool Force is a liquid detergent specially formulated to give an effective wash at lower temperatures. It is a true cold water detergent but is said to be just as effective over a range of temperatures to 60°C. The advantages to small retailers are that it comes in fairly compact 1 litre bottles and the manufacturers promise a much better margin than with other washing powders.

The detergent is produced by a new company, Stridebond Ltd, a partnership of researchers from Queen Margaret College, Edinburgh, and Taylor Warrent Ltd, a chemical plant manufacturing company based in Billington. Two years ago the researchers produced a report that stated it was perfectly possible to formulate low temperature detergents suitable for home laundering. Because neither of the two dominant powder manufacturers, Lever Bros and Procter & Gamble, had since shown any willingness

to develop a liquid product, the researchers decided to do it themselves.

Stridebond claim several consumer benefits for Cool Force. Firstly it can save money. Wash for wash it is cheaper to buy than most powders and because hot water is not required, substantial energy savings can be made — most relevant to twin tubs where there is control over the heater and automatics with a cold water programme. It will leave clothes softer and reduce the need for fabric conditioner and in cool water will produce fewer creases. The detergent used is said to be gentler on the hands and the product also incorporates a bacteriostat.

Sample testing was carried out on 500 consumers last year and 77 per cent said they would buy the product if it was available in supermarkets. However Stridebond think there is room for other outlets as well. Cool Force went into Boots last month and the company envisages independent chemists and grocers as possible outlets. A distribution system is likely to be set up in the future but pharmacies interested in large orders should meanwhile contact the company directly. Cool Force will eventually retail for about £1.20 per litre but a 99p introductory offer is running at present. *Stridebond Ltd, 77a Packhorse Road, Gerrards Cross, Bucks SL9 8PQ. Tel: Gerrards Cross 89188.*

Max Factor colours

A new renaissance is how Max Factor describe their Autumn colours. For the lips and nails there is rich spice, royal magenta and renaissance rose (£2.70 and £2.55 respectively), for the cheeks two new frosted shades of long lasting powder blusher (£3.80) — berryshine and mauve mist, there are three eyeshadow trios (£3.95) and a long lasting eyeliner in black, brown, burgundy and indigo (£3.50). The colours will be available from September and will be supported by counter leaflets, showcards and advertorials. A national television campaign for Colorfast is due to start in September. *Max Factor Ltd, 75 Davies Street, London W1Y 1FA.*

Cutex relaunch

The Cutex nail care range is being relaunched with a new colour choice. The packaging for the range apart from the emery boards now comprises silver cartons.

Display units in reflective silver and mirror finish are available and there will be a consumer promotion with prizes worth £3,000 of jewellery from H. Samuel. For the trade there will be a

prize draw for which retailers will be eligible when a Cutex display is sited in-store. First prize is a weekend in Amsterdam and second prize is £100 worth of H. Samuel vouchers. *Chesebrough-Ponds Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

'Cream-free' effect

A light texture night cream designed to make the face feel cream-free has been introduced. Pierre Cattier nourishing night cream (35g, £6.50) is made from clay and is pale green in colour with a fresh scent. It should be used sparingly with one tube lasting at least two months. Distributors are *Mayflower Beauty Products, 258 Station Road, Addlestone, Surrey KT15 2PU.*

American nail care

Nail Magic is a 60-day paint-on nail treatment for the other side of the Atlantic. The product contains protein and should be used twice a week, either by itself or as a base coat, for stronger nails. A ¼ fl oz bottle, sufficient for 60 days, retails at £5.25. Distributors are *Jica Beauty Products Ltd, 258 Station Road, Addlestone, Surrey KT15 2PU.*

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Confident counter prescribing with Cupal. Write for bonus details

This is a G.S.L. Product

Each 5 ml spoonful of Adult Meltus contains:
Guaiaphenesin B.P.C. 25.0 mg
Cetylpyridinium Chloride B.P. 2.5 mg
Sucrose B.P. 1.75 g
Purified Honey B.P. 0.5 g



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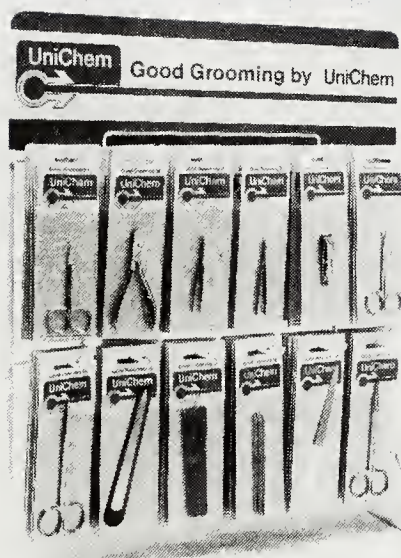
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BLACKBURN BB2 2DX
ENGLAND
Telephone: (0254) 50321

Unichem launch manicure range

Unichem are introducing a display stand holding a selection of manicure implements. Products in the Good Grooming range are straight and curved cuticle scissors; steel and sapphire nail files; emery boards; manicure sticks; nail pliers; finger nail clippers; tweezers and blunt and sharp nursing scissors (£0.15-£1.39).

All items come in plastic skin packs bearing the Unichem green and white symbol. The stand, filled with the complete range of products, is available to members during September at the introductory offer of £49.22 — 17½ per cent below normal price. Chemists can also order small quantities of the products; loose stock will be available at 12½ per cent discount during the month.

Unichem say the manicure range has a profit margin of 81 per cent on cost yet



retail prices are very competitive. For example, six packs of nail scissors at the special members' price of £3.78 retail at £0.91 each item. *Unichem Ltd, Crown House, Morden, Surrey.*

Monteil eye shadows given a face-lift

Germaine Monteil have revamped their eye shadow range, keeping on existing favourites and adding some popular shades from previous seasonal collections.

Presented as single eye color compacts, the shades (£5.95) are: bleu fume, ceylan, kaki, vert antique, rose bengale, prunelle, perle, gris fume, or florentin and sable d'or.

The company is also producing eye color duos. These are combinations of shades in the standard size compact, with a double-ended applicator (one sponge and one natural hair). The new duos retail at £6.95 each and come in the following combinations: gris ardoise / rose doree, gris metal / gris argent, jade doree / vert sideral, blue mexicain / rose petale, vert bronze / ocre India, amethyste / rose the, gentiane / opal rose, violine / ocre rose, gleamers. *Germaine Monteil, St George's House, St George's Street, London W1R 9DF.*

Pre-Christmas push for Air Cleaner

Philips Small Appliances are to advertise Air Cleaner this Autumn as part of a major pre-Christmas advertising programme. National television advertising for the Air Cleaner will run from August 30 through September.

Says Philips Small Appliances divisional director, Freddie Brown, "We

believe that the Air Cleaner is set to become even more popular. With the onset of Winter people will be closing their windows to conserve heat and the need for an Air Cleaner will become even more apparent." *Philips Small Appliances, Drury Lane, Hastings, Sussex TW34 1XN.*

Miss Dylan in burgundy

Following requests from retailers a new colour, D34 burgundy, is being introduced to the Miss Dylan shoe colour range. *Dylon International Ltd, Worsley Bridge Road, London SE26 5HD.*

It was smiles all round at David Wyse Ltd, Fore Street, Port Glasgow when they received the first prize in Roc's recent window display competition — a case of Moët & Chandon champagne. Pictured from left to right: Mr T. Cuthill, northern area manager for Laboratoires Roc (UK) Ltd; Mr Ian Boyd, the shop manager; assistants Linda Murdoch, Christine Stevenson, and Mrs Betty McKenny whose creative talents won them first place in the northern region



Issima additions by Guerlain

Guerlain have made two additions to the Issima range — a beauty treatment mask and body treatment creme. The mask is a transparent gel which "prevents dehydration, protects and nourishes the epidermis". It should be applied once a week using the complete tube, left to act for 15 minutes and then removed with warm water. It can also be used as an instant beauty mask with foundation applied directly on top.

The mask comes in a coffret of eight 7.5ml tubes (£12-£16) and will be available from October.

Issima body treatment creme containing hydrolastine is an emulsion of oil in water which, the company says, should be applied daily all over the body after a bath or shower. Available from October the creme comes in a 200ml blue plastic jar with a gold metal lid (£25-£30). *Guerlain Ltd, 22 Aintree Road, Perivale, Middlesex UB6 7LP.*

Consumer sampling by French & Scott

French & Scott are running a sampling operation with *Woman* magazine in the September 25 issue.

Readers are to be offered a free sachet of their choice from the range of French of London natural henna shampoos together with a sachet of natural henna conditioning treatment and 2 x 25p vouchers redeemable on purchase of any French of London product, excluding sachets. *French & Scott Ltd, 717 North Circular Road, London NW2 7AL.*

I was there — but where were you?

The annual general meeting of the National Pharmaceutical Association was held in St Albans on July 27, 1982, but I have yet to see any Press report of this important gathering. Perhaps the reason for this deafening silence is the fact that out of a membership of around 10,000 I was, apart from the members of the Board and paid staff, the *only* member present. This must represent either an incredible apathy or a naive trust in the ability of the staff to order all things for our benefit without question or comment.

As the representative of the membership I took the opportunity to express my views and trust that these will be acceptable to my 10,000 colleagues. I voiced the misgivings of many over the acceptance of firms like Safeway and Mainstop into NPA membership, as such organisations have always been regarded as a threat to existing members, and the Mainstop store in Bournemouth is less than 1km from an existing old-established pharmacy.

2. I supported the recommendation of closer contact between the pharmacist and patients — deploring the spectacle of the pharmacist shut away in a back room where counter girls bring in batches of scripts for collection in ten minutes. It does seem to me more sensible to train girls to do the dispensing and for the pharmacist to decide how long the work should take.

Receiving the prescription

In my opinion the *reception* of the prescription is the most vital stage in the dispensing procedure. It is at this stage that it can be discovered that the script for Mr Jones is in fact intended for Mrs Jones whose husband has recently died; that the lady presenting a script for Mogadon tablets always has capsules ("I told the doctor") and that the Aureomycin eye ointment is to be applied to the toe ("the chemist will probably label it for the eyes but don't take any notice of what the chemist puts on the label"); that the 500ml of Phensedyl with a 10ml dose TDS is for a six-month-old child, and that the title Miss Smith should be Mrs Brown, who has recently married.

At this stage also it can be explained

that Tenuate Dospan is in short supply and may not be available for two or three weeks, that Betnovate 1 in 4 will take a little longer as it has to be made — and it can be tactfully explained why there are two charges for Canesten Duo pack and Flagyl Compak. A great deal of later argument can be avoided if these matters are cleared up at the start.

Finally, the pharmacist should check the finished script, show the medicines to the patient or representative for approval, wrap them neatly and hand them over with suitable words of advice and encouragement. He should not need to count the tablets or type the label himself.

3. Migril case: I asked whether this case is going to be used to stress the danger of "doctor dispensing" where no pharmacist is available to act as a safeguard. Indeed, is the NPA doing anything to protect members against medical encroachment, or alternatively supporting the Rural Pharmacists Association?

4. Advertising: I expressed my view that members would willingly subscribe to a campaign calculated to maintain the profitability of our businesses, with stress

Continued overleaf



Jenny's about to put you in the red.

Red Kooga that is! Thousands of people take Red Kooga Ginseng daily because it's the best. Red Kooga is already the established brand leader, but there is still enormous untapped potential for Ginseng.

Jenny is appearing in an extensive campaign in women's magazines and T.V. Times from June to December. In all ads we're inviting readers to send for a free booklet about Ginseng and a voucher worth 20p off any Red Kooga product.

Many more people will want to discover the benefits of Red Kooga, and of course that's much easier with the new 14 day trial pack.

Make sure you're well stocked with Red Kooga. Contact your wholesaler or English Grains representative now. Telephone 0283 221616.



RED KÖOGA the house of health

Letters

Continued from p355

on the pharmacist's value in protecting patients from their own foolishness and from the mistakes of the medical profession — with not too much emphasis on unpaid service, except to point out that unpaid service cannot for long be maintained if the doctors do the dispensing and the grocers supply the other medicines.

This meeting was followed by the annual general meeting of NPU Holdings Ltd, which has £300,000 of capital of which only £40,000 (invested in ICML) is used for the purpose for which it was subscribed, the remainder being invested with little success on the Stock Exchange. My opinion is that this company has outlived its usefulness and should be wound up.

I await the approval of my 10,000 colleagues and hope to meet some of them at the AGM next year.

Stanley Bubb,
Poole, Dorset.

Buying a pharmacy: 'don't at present'

With reference to your article on purchasing a pharmacy (C&D August 14, p284) I would suggest that for anyone

considering buying or setting up a pharmacy, caution and patience are the two most important considerations at present.

As matters stand the only premises worth considering are those next to the major source of prescriptions. Until the Pharmaceutical Society can sort things out, Class XV planning permission is available on appeal in most residential areas, and most local councils will allow sufficient medicine sales under this class to satisfy the Society's current "full

pharmaceutical service" requirement.

Thus if you are (as in our case) 400 yards from a large group practice and there are no nearer shops, this will not prevent a leapfrogger from setting up a "dispensary" in residential premises next to the surgery and taking 80 per cent of that surgery's prescriptions. Sadly I must say, that if you are thinking of buying a pharmacy at present — Don't!

R. A. Martin,
Southampton.

Problem solved?

"Xrayser's" column is always compulsory reading for me every week, but I must admit to a feeling of surprise that I should have received the accolade of being mentioned therein by name.

I think that the problem of McGregor's paint has been solved, thanks to a fellow pharmacist, a Mr Connell, who took the trouble to telephone me all the way from Scotland. He thought that the article required was Castellani's paint, which had been supplied under its other name, magenta paint, and that the word magenta had become corrupted into McGregor.

I am sure that Mr Connell is right but, unfortunately, I have not yet had the opportunity of confirming it with the person who made the original request.

A. G. Wells,
Maidstone, Kent.

A "prescription poser" with a difference — the medicine is obvious but what are the instructions? Our subscriber wonders if any pharmacist who managers to read them could suggest simpler directions

No. of days treatment ☒ NP ☒ Pricing Office use only
NB Ensure dose is stated

Inl Diconal
(30) Twenty
1/2 ea 1/2 half hour
all half tablet f
pain twice half
half hour later
as required f pain

Help your customers beat the tummy bug this summer

And help yourself to extra profit!

Enterosan, now established as a leading anti-diarrhoeal product will be backed by over £100,000's worth of consumer and trade activity this summer—and that means more customers will be asking for Enterosan than ever before.

Generous trade discounts are available now from your Pharmagen representative or local wholesaler—so generous that you can make up to 100% profit on cost!

But don't just take our word for it—compare the profit potential of Enterosan against that of competitive products.

ENTEROSAN
...fast relief from
Diarrhoea & stomach upsets.



A new feature has been added to the computer labelling system offered by Mr J. Richardson of Preston. As well as being able to amend, delete or add drugs at will, each drug can be assigned a code of choice — PIP, Link or Prosper.

"Every time the drug is dispensed the code is displayed on screen and printed on the label. A re-order figure is automatically calculated and displayed, providing an accurate stock control and ordering system coupled to any wholesaler of choice," says Mr Richardson. "The system stores 800-900 drugs and alleviates the laborious task of fixing product code labels to every item of stock delivered, or affixing them to shelves and drawers. Any code can be accessed instantly by typing the first three letters of the drug name." *J. Richardson MPS, 13 Hope Terrace, Lostock Hall, Preston, Lancs.*

SERC cuts back

The Science and Engineering Research Council is to stand down its pharmacy panel. The panel was set up in 1977 to advise on research and training.

Most of the Council's support for pharmacy is provided by the science committee through its biological sciences and chemistry committees, and membership of these will be strengthened to ensure that their decisions are taken in the light of adequate information on pharmaceutical objectives, the Council says. The decision should ultimately strengthen the scientific base of pharmaceutical research and it is not expected that there will be any reduction of SERC resources going into pharmacy departments. The science board will monitor its support of pharmacy and review the position in 1985.

Pharmacy as a discipline looks to both SERC and MRC for research support. MRC supports pharmaceutical and industrial research, and SERC the whole spectrum of pharmacy from organic chemistry to pharmacology. Manufacturing research is supported through SERC's engineering board.

Woolworth consider pharmacies again

Negotiations are in hand which may lead to the opening up of pharmacies in selected Woolworth stores.

It is not clear whether the pharmacies will operate as concessions within the stores or if the company will appoint a superintendent pharmacist and run the operation themselves. A spokesman told *C&D* the study was well underway but no conclusion had been reached so far.

However, the Woolworth 21st Century shopping experimental store, which is to open up on October 21 at Broadmead, Bristol, will not include a pharmacy initially.

The company previously announced its intention to include a pharmacy concession along with boutiques (*C&D*, June 19, p113) but space restrictions mean that the plan has been "temporarily frozen".

Pharmacy's role in Europe — by Nielsen

Pharmacies are the most homogenous and among the most important outlets for handling health and beauty aids, prescription and OTC medicines and household and paper products.

In a review of the international drug marketing scene by Nielsen, four retail categories — pharmacies, drogueries, perfumeries and other drug outlets — are examined in 22 countries. The 18 major Western countries have in excess of 205,000 pharmacies with an average of 4,210 inhabitants per pharmacy. Per capita spending is highest in Germany and France, followed by the USA.

Drogueries or drug stores are

becoming increasingly prominent outlets for beauty and household products, and now operate in 14 out of the 22 countries surveyed. In Britain the number is still relatively small and there are no perfumeries. "*The Drug Marketing Scene (1)*", *A.C. Nielsen Co Ltd, Nielsen House, Headington, Oxford OX3 9RX.*

IRCS are set for expansion

A big expansion of the bureau point-of-sale computer service offered by IRCS is planned in the next 12 months. The company is recruiting a sales force of ten people, and director Colin Bell says he is aiming to install the system in 1,000 pharmacies in the next three years.

The bureau system involves recording each item as it is sold by keying its code into a "computerised" till. At the end of each day the information is sent to a central computer via a telephone modem and processed. At the end of each month, or as required, sales data are returned to the client, who can then use it to calculate orders and stock turnover.

The Positive system has been operating in some pharmacies for two years now, and altogether 20 systems have been installed. Mr Bell explained he has been keeping a "low profile" so far to make sure all the "bugs" have been ironed out of the system. But now, he says, "we are going to raise our head from beneath the waves and tell people what a good thing it is." He plans to promote the system to retailers at seminars, and Society and NPA branch meetings.

The bureau is at present costing users around £48 a week (£69 in the first year). However Mr P. Caplan, of Allen Computers who process the data, says they are looking to reduce the price. *Independent Retail Computer Systems Ltd, 109 Baker Street, London W1*

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Ronson UK now for sale — £3.7m asked

Following their return to the hands of the receiver (*C&D* July 24, p186), Ronson International are now up for sale, with written offers from prospective purchasers required by the end of this month. When originally called in as receivers, chartered accountants Arthur Andersen hoped to justify a further period of trading for the company, with the aim of returning them to the black within 18 months.

However, in under a fortnight they decided to begin the search for a buyer.

The price asked is £3.7m, of which £1.7m represents fixed assets and plant, while the remainder accounts for goodwill and trading rights to the Ronson name. Several companies are understood to have already applied for details from the receiver, who has also offered to act as an intermediary between any purchaser and the holders of other rights involving the company, such as original US parent the Ronson Corporation, or Mr Jeffrey Port who formed Ronson International last December.

Unichem expand loan department

Unichem have expanded their loan guarantee scheme department with the appointment of Michael Edwards as assistant manager. Here Mr Edwards will assist department head Walter Woodgate in investigating inquiries from pharmacists wanting financial backing to acquire or expand a business. Unichem say they now receive an average of 25 such inquiries per week.

"We are very pleased with the success of the scheme and that we are able to assist so many members in this way", comments managing director Peter Dodd.

Ciba-Geigy UK sales decline

Sales of the Ciba-Geigy UK group of companies amounted to £392.1m in 1981, a decrease of 7.5 per cent compared with 1980. Pre-tax profit reached £3.7m, up £3.1m on the previous year. This comparison does not take into account the restructuring costs incurred or provided for during 1981 however, which amounted to some £17m.

Chairman Mr A. Rae attributes the UK's reduced total activity in 1981 to the recession, which was "deeper in this country than in most of the industrialised world." Good progress was nonetheless made in the pharmaceuticals and agrochemicals divisions, both of which showed encouraging growth in volume terms.

The market for ethical pharmaceuticals continued to suffer from a fall in the number of prescriptions issued and the increase in prescription charges. Despite these difficulties, total sales grew

by 3 per cent to reach £73.8m (£71.5m), some £13.7m of this figure being attributable to exports.

Financial performance in the company's photographic business improved as a result of their decision to specialise in general purpose camera films and papers, and the Cibachrome range of colour print materials. The restructuring of Ilford, said to have progressed well in 1981, also contributed to this improvement, as did a range of internal economy measures. 1981 was a difficult year for the photographic market with a continuing recession in sales volumes, especially where black-and-white products were involved. Total company sales in this division amounted to £86.4m, down £39.8m on the previous year's figure.

Sales of consumer products reached £9.2m, from 1980's £8.1m, with Airwick air freshener products achieving record sales and continuing to dominate this "expanding market".

Shenstone fire hits Philip Harris profits

Philip Harris (Holdings) plc increased turnover by £2.371m to £18.828m in the year to March 31. Pre-tax profit reached £679,000, against the previous year's £668,000.

The company's performance during the year was heavily influenced by the effects of the fire suffered at Shenstone at the end of 1981, explains chairman Mr N. H. Russell. This meant the company were temporarily unable to meet immediate orders, with export sales being particularly badly effected. The purpose-built replacement warehouse was opened at the beginning of January however, and the second half-year showed "considerable improvement" over the first.

Sales of pharmaceutical chemicals and surgical appliances accounted for 56.5 per cent of total turnover, up slightly from last year's 54.2 per cent, with the remainder attributable to the company's activities in scientific apparatus. Pharmaceuticals profit contribution declined to 16.8 per cent of total, from the 29.6 per cent recorded last year.

The increase in turnover from the company's medical operations is praised by the chairman, particularly as ethical pharmaceutical prices were the subject of a DHSS freeze for the first nine months covered by the figures. Profits for the medical company are said to have been under considerable strain at this time, but margins have improved since January 1 "although the discounts demanded by customers remain high".

UK pharmaceutical exports up 25pc

Latest figures from the Association of the British Pharmaceutical Industry predict that Britain's pharmaceutical exports will reach £1,000m in 1982. Exports for the first half of the year totalled £502m — an increase of 25 per cent on the £401.5m estimated for the first six months of 1981.

Imports in the six months to June 30, 1982 rose by 32 per cent to reach £172m (£130.5m), leaving the pharmaceutical trade surplus up 22 per cent at £330m as against £270.9m for the equivalent period last year.

Cashless retailing: more tests needed

Despite the increasing prevalence of cheques and credit cards in the UK, cash remains by far the most common method of payment — accounting for more than 90 per cent of all transactions over £1, according to a recent report from the Policy Studies Institute.

Numbers of cheques used are also rising, with the present annual increase of 7-8 per cent threatening to seriously overload the system. Cheque fraud is also a problem, currently costing the banks some £18m per year despite the supposed safeguard of cheque cards.

The report suggests that the banks would like to scrap such cards, although their popularity with both retailers and the public will almost certainly prevent them doing so.

Credit cards are also susceptible to fraud, with Barclaycard alone losing £5m in 1981. This can partly be accounted for in terms of their increased use, which has grown from 10 million transactions per year in 1971 to 100 million in 1979. They still account for only 3 per cent of total consumer expenditure however, and the scale of abuse is now said to be approaching the limits of acceptability for the card companies.

The banks are urgently trying to

develop alternative systems — such as plastic cards charged with a given number of credit units, or an electronic fund transfer systems of some kind — but the report points out the necessity for further extensive testing before such a system could be introduced in the UK.

“Micros and Money: New Technology in Banking and Shopping” by John Mati and Anthony Zeilinger (£5 inc p&p), Policy Studies Institute, 1-2 Castle Lane, London SW1.

Sangers Agencies' clients to De Witt?

Sangers Agencies announced an £887,000 trading loss to February 8 in June and reported ways of stemming the continuing trading losses were being urgently considered, with positive results required by the board in a relatively short time. Mr Mike Flinn, chief executive, told *C&D* this week he was unable to confirm or deny strong trade rumours that the clients of the agencies are to pass to De Witt International Ltd by mutual agreement.

LRC make strong start in 1982

Following record results for LRC International in 1981 (*C&D* July 10, p87), company chairman Sir Edward Howard has revealed in his annual statement that the first quarter of the current year has also started well, with available indications suggesting both sales and profits well up on those for the equivalent period last year. 1982 can now be viewed with optimism, he says, particularly as it will bring the first full year's profit contribution from photo-processors Napcolour, acquired by LRC early in January.

Photo-processing in the UK is described as “especially promising” by Sir Edward, it being one of the few consumer sectors in the UK currently experiencing real growth.



Numark member Mr Robert Williams, MPS (right), receives the Rennie trophy cup for winning the Scottish regional finals in the Numark national golf tournament. Making the presentation is Mr Graeme Hannah, pharmaceutical marketing manager of Nicholas Laboratories

Optical industry 'at the crossroads'

The British optical industry is at a crossroads, according to a report published by ICC Business Ratios.

With return on capital employed standing at an average 33.5 per cent in the financial year 1980-81, optical practitioners are not only among the most profitable business sectors in the UK, they are also one of the few to have increased profitability in recent years (from 31.3 per cent in 1978-79) the reports says. But these profits are threatened by the continuing recession and government moves to demand a refund of the “unintended profits” allegedly made through purchases of cheap foreign lenses. There is also pressure to increase competition by relaxing the profession's code of conduct.

The report suggests that profitability will have fallen in 1981-82 and may fall even further, although by comparison with the rest of British industry profit levels will remain good. Many small practices are likely to merge with larger firms.

The entry of low-priced imports has cut UK manufacturers' profits in recent years, says the report, which analyses the performance of 99 manufacturers, importers, wholesalers and practitioners. Average profitability of manufacturers has been nearly halved, with return on

Briefly

■ The latest annual report from the **Irish Development Authority** shows a total of 115 overseas firms as agreeing to establish new projects in Ireland in 1981. Of these, 12 were operating in the chemicals and healthcare sector. The IDA was also able to aid the expansion of more than 100 already-established projects.

■ **Warner-Lambert (UK) Ltd's** marketing, medical and administration offices at Mitchell House, Eastleigh, and the administration offices and plant at Chestnut Avenue, Eastleigh, will be closed on August 30 and 31. The company's Pontypool site will be closed Monday August 30 only. The Carfin distribution depot at Motherwell will be open on both August 30 and 31, but will close on September 27 and 28.

■ **The Shop and Display Equipment Association** has now published its third members' catalogue of shopfittings and display. The catalogue lists the association's members by area of activity, products supplied, trades in which they specialise and geographical location. A list of the trade names by which members' products are known is also provided. There is also a guide to international shop and display periodicals, together with details of the association's services. Copies are available at £1 each, including postage from SDEA, 18 Croydon Road, Caterham, Surrey.

capital employed falling from 28 per cent to 16.8 per cent in 1980-81. Preliminary results for 1981-82 indicate a further decline.

“The optical industry — an industry sector analysis. 3rd edition (1982)”, (£112), ICC Business Ratios, 28 Banner Street, London EC1Y 8QE.

Unilever profits fall on static sales

Unilever plc have suffered a 2 per cent decline in second quarter profits, with the pre-tax figure falling to £205.3m from the £210.2m recorded in the equivalent period last year. This leaves profits in the half year to June 30 at £377.8m, down 1 per cent on 1981's £381.2m.

Half year turnover reached £6,163m (£5,876m), while sales for the quarter were up £139m at £3,130m. Despite this 5 per cent increase in sales value, sales volume was little changed over the three months.

In Europe, results in general were down, although the company's personal products activities are said to have performed well, broadly maintaining 1981's levels. Results of paper, plastics and packaging were still depressed, but there was some recovery in other industrial business — notably in chemicals. Results from UAC International, owners of Seward Pharmaceutical were also good.

MARKET NEWS

Liquorice down as crop comes in

London, August 20: The holiday period continued to influence a quiet market, with little activity in any sector. There were no changes in pharmaceutical chemicals and essential oils maintained their prices.

In botanicals liquorice root dropped £80 metric ton on the spot. The new crop is becoming available, and spot prices are likely to remain unsteady. Canada balsam is short at origin and although a spot price of £17.25kg is quoted, the balsam is unquoted at source. Senega is unquoted, and sarsaparilla is unavailable on spot and up to £3,550 metric ton at origin. Peru Cochineal is now available both spot and shipment.

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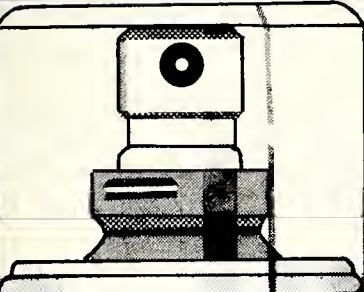
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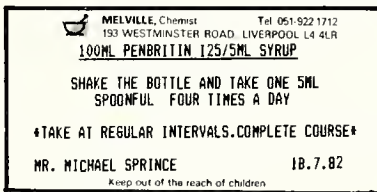
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ANUSOL TECHNICAL INFORMATION

Active Ingredients

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ANUSOL Ointment and Suppositories contains: Bismuth Subgallate BP in addition to the above.

Indications

ANUSOL preparations are indicated for the symptomatic relief of internal and external

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Contra-Indications, Warnings etc.

Rarely, sensitivity reactions. Patients may occasionally experience transient burning on application, especially if the anoderm is not intact. ANUSOL is contra-indicated in patients with a history of sensitivity to any of the constituents.

Further information and data sheets are available on request.

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